DEVLEARN

ATTENDEE DEMOGRAPHICS

Discover the diverse landscape of DevLearn attendees with our breakdown of demographics and gain valuable insight into the vibrant community shaping the future of learning and development.

94% of attendees come to explore technologies and solutions in the Expo Hall
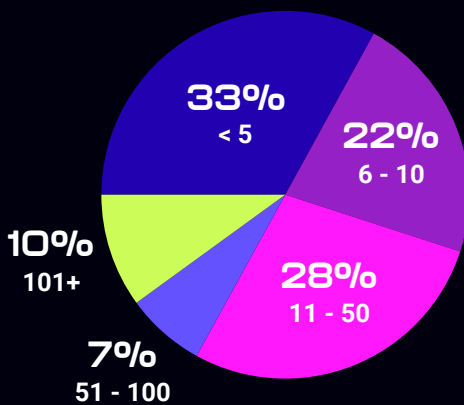
Company Size

33% 1 - 500	9% 501 - 1,000	20% 1,001 - 5,000	10% 5,001 - 10,000	28% 10,000+

L&D Department Size

- 33% < 5
- 22% 6 - 10
- 28% 11 - 50
- 7% 51 - 100
- 10% 101+

Attendee Purchasing Power

All DevLearn Attendees Are Involved in Purchasing Decisions

58% of attendees are users and purchasing influencers

45% of attendees are in leadership roles with purchasing power

DevLearn attendees reach across all industries.

DevLearn attracts a global audience.

Attendee Interests

DevLearn attendees are interested in all training and development solutions, including:

- AI, VR, and AR
- Authoring Tools
- Coaching, Mentoring, and Leadership Development
- Compliance and Safety Training
- Content Authoring, Design, and Management
- Custom eLearning Development and Creation Services
- Digital Adoption and Change Management
- Gamification
- Learning Analytics, Assessment, and Performance
- LMS and LXP
- Microlearning
- Mobile Learning
- Sales and other Skills-Based Training
- Services including Instructional Design, Voiceovers, Localization, and Translation
- Training Simulations
- Upskilling, Reskilling, and other Workforce Retention Strategies
- Video Production Tools, Tech, and Strategy
- Virtual Training Strategies and Solutions